

Joanie Spencer

Joanie Spencer is the editor of Baking & Snack magazine. She has worked at Sosland Publishing for 10 years covering both the retail and wholesale sides of the baking industry. Ms. Spencer has served on industry committees including the American Society of Baking's BakingTech planning committee and BEMA's 100th anniversary and marketing committees. Ms. Spencer has spoken on bakery operations topics and industry trends for ASB and the American Bakers Association. She holds a bachelor's degree in communication from Rockhurst University in Kansas City, MO, and master's degree in journalism from the University of Missouri. When she's not running or playing soccer in a "soccer moms" league, she spends her free time with her husband and 8-year-old son.